



RIGHT TO PLAY
PROTECT. EDUCATE. EMPOWER.

Job Posting – Digital Marketing Manager, Global

Closing Date: January 15, 2019
Organization: Right To Play International
Department/Division: Global Marketing and Communications
Work location: Toronto, Canada
Authorized to work in: Canada (i.e., Canadian citizen or permanent resident)

BACKGROUND:

Right To Play is a global organisation that protects, educates and empowers children to rise above adversity using play. By harnessing play, one of the most powerful and fundamental forces in a child's life, we help 1.9 million children each week to stay in school and out of work, to prevent life-threatening diseases like HIV and malaria and to stay safe from exploitation and abuse. We are the only global development organization focused exclusively on using play to transform the lives of children and youth impacted by poverty, war, disease and inequality.

Established in 2000, Right To Play is headquartered in Toronto, Canada and has operations in 22 countries across North America, Europe, the Middle East, Africa, and Asia.

Visit us at www.righttoplay.com.

POSITION SUMMARY:

Reporting to the Global Director, Marketing and Communications, the Digital Marketing Manager plays an instrumental role in managing our global brand through the development and implementation of a comprehensive digital marketing strategy that will significantly deepen and grow engagement from audiences across all of our digital channels and platforms.

As our Digital Marketing Manager, you will be responsible for the day-to-day oversight of our newly launched website as well as all of our social media platforms. S/he will be responsible for developing, maintaining, and updating the organizations website, in a manner that is appealing to our target audience to develop brand awareness, generate inbound traffic and encourage donations. The Digital Marketing Manager will lead digital and online content initiatives, generating and managing creative digital marketing campaigns with impressive ROI, and communicating our brand in a positive, authentic way what will increase engagement from new and existing followers and users.

The ideal candidate is a highly motivated, creative individual with a proven track record of designing and implementing brilliant digital marketing strategies and e and a passion for optimizing engagement with existing and new followers. They will be a dynamic, driven individual with experience and skills in website management and digital marketing. S/he will demonstrate an ability to have some fun while making things happen in a fast-paced environment.

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QUALIFICATIONS:

EDUCATION/TRAINING/CERTIFICATION:

- Degree in Marketing or related field

EXPERIENCE/SKILLS/ATTRIBUTES:

- 5+ years of digital marketing experience
- Passion for digital with experience of developing and executing strategies
- Solid knowledge social media tools, digital marketing tools & platforms, content management systems and analytics/visualization tools
- Strong analytical acumen with the ability to generate customer insights to help inform strategy
- Solid knowledge of SEO, SEM, Paid Social, Marketing Automation, and UX/CRO
- Advanced knowledge of MS Office, HTML, JavaScript, and Adobe Photoshop
- In-depth knowledge and understanding of social media platforms and their respective audiences (Facebook, YouTube, Twitter, etc.) and how they are best deployed in different to optimal effect
- Knowledge and proficient use of website analytics tools e.g. Google Analytics, Google Tag Manager, Adwords, CMS and other relevant software
- Able to communicate with and influence internal and external stakeholders across a number of different geographies and cultures

LANGUAGES:

- Fluency in oral and written English required, additional languages are an asset

PRIMARY RESPONSIBILITIES:

Job responsibility #1: Social Media Management (60%):

- Develop and activate a comprehensive digital marketing strategy to increase engagement with our target audiences, both existing and new, and drive fundraising objectives through ongoing testing and metrics
- Generate new and creative ideas to grow social reach and engagement
- Lead the creation and publishing of relevant, original, high-quality content supported by a regular publishing schedule
- Lead the day-to-day online efforts, provide regular insights, reporting and analysis to enhance digital experience, and provide thought leadership on digital marketing best practices for our global team
- Responsible for the overall digital donor lifecycle to support our fundraising targets
- Work closely with the Communications team to ensure our digital platforms and activities tell engaging stories that build brand awareness, affinity and reach
- Create, curate, and manage all published content (images, video and written)
- Ongoing community engagement; Monitor, listen and respond to users in a "Social" way
- Develop and expand community and/or influencer outreach efforts
- Design, create and manage Social ad campaigns
- Regularly measure and analyze key metrics to understand the returns and adapt strategy and plans as



needed

- Compile regular reports for management showing results (ROI)
- Stay on top of trends in social media tools, applications, channels, design and strategy
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns; analyze, review, and report on effectiveness of content and campaigns in an effort to maximize results
- Ensure compliance with brand, digital, privacy and legal guidelines

Job responsibility #2: Website Management (35%):

- Devise strategies to drive online traffic to website, usability, design and content
- Troubleshoot any issues with the website (built on Django, a Python Web framework; using Wagtail as the CMS) and deploy fixes / updates in a timely manner
- Manage relationship with our web agency, including the build of any new features for the website, in consultation with our global communications, marketing and fundraising teams
- Create editorial calendar and manage development of appropriate content
- Publish content, maintain continuity of themes and design layout, streamlining navigation and increasing online presence to potential audiences
- Deploy search engine analytics to maximize traffic to websites
- Implement best practices for UI/UX plus website analytics to better target, reach, and serve our audience

Job responsibility #3: Special Projects (5%):

- As required, play a role in coordinating projects associated with global brand building, as well as new initiatives and innovations as assigned by the Director

WHO YOU ARE:

- You are passionate about digital marketing and obsessed about driving measurable results
- An excellent communicator who is deeply creative and can comfortably balance new ideas with a strategic and analytical mindset
- You can interpret data critically and provide meaningful insights and strategic advice when needed
- Organized, task-driven, and self-motivated to accomplish your daily and weekly goals

WHAT YOU'LL GET:

The opportunity to work with a passionate, innovative and collaborative global team where you have the ability to make things happen. We offer a competitive salary and benefits package including Group RRSP Plan with 3%



matching contributions, gym membership, flexible work policy (e.g. work from home and flex hours) and summer/winter hours.

Target Start Date: Immediate Opening

Contract Duration: Full-Time

HOW TO APPLY:

If you are interested in applying for this position, please send your resume and cover letter to careers@righttoplay.com and kindly include "Digital Marketing Manager - Global" and your name in the subject line. Please indicate your salary expectations in the cover letter.

While we thank all applicants for their interest, only those selected for interviews will be contacted. Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

We are a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs. **The successful candidate will be required to provide a satisfactory police record check as a condition of employment.**

To learn more about who we are and what we do, please visit our website at www.righttoplay.com.

